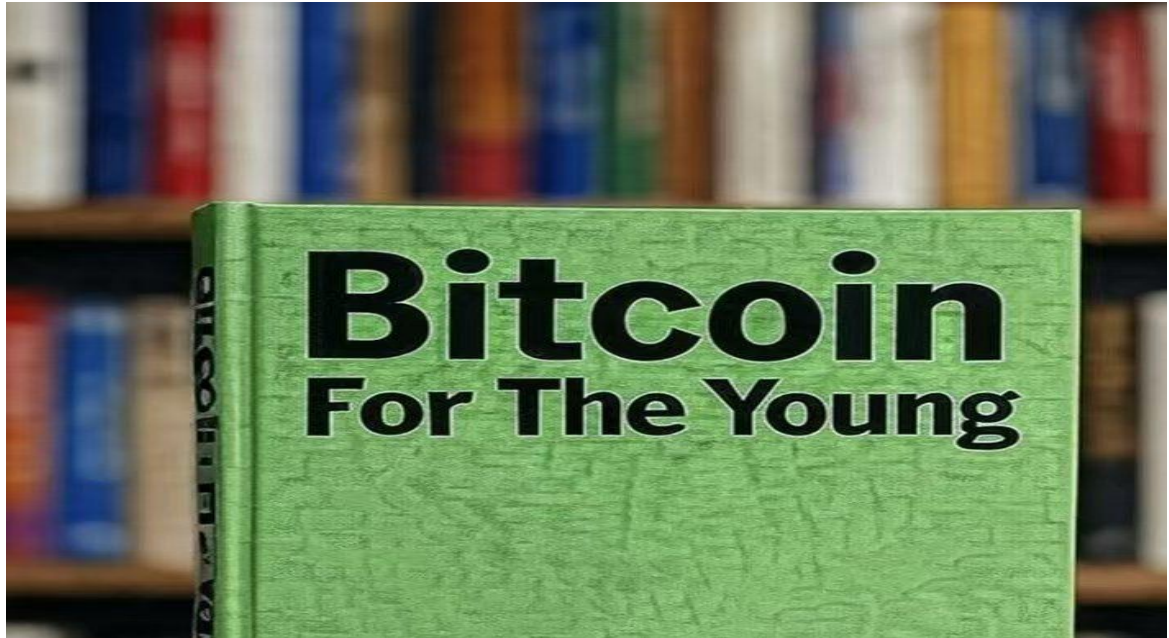


Bitcoin for the Young (年轻人 BTC)



The Beginning of Meme Coins' March Toward Seriousness.

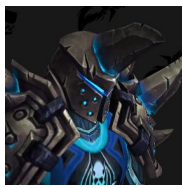
(模因币迈向严肃性的开端。)

Marketer Meta

Bitcoinfortheyoung.com | 2025.12.17

Part of my love for Pepecoin comes from Pepe the Frog, and another part comes from my respect for Zordiak.

我对 Pepecoin 的喜爱一部分源于 Pepe 青蛙，另一部分源于我对 Zordiak 的敬意。



I would also like to express my special thanks to Lener and Qiqi for their silent support, as well as to all the Pepecoin fans who support me.

另外特别感谢冷儿和淇淇对我默默支持，还有众多支持我的佩佩爱好者



Meta
2025.12.17



3、宣传推广是一项专业性很强的工作，为了使佩佩币的宣传推广工作能够走上正规的道路，社区推选了Meta (@Nlaoshicom) 作为中文社区的宣传负责人。

Meta

佩佩营销大师



Meta

PEP中文社区推特账号交接事宜 2025.9.27 因为接管账号涉...

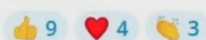
PEP中文社区推特账号及宣传工作负责人任命公告

本人 (Meta) 已与社区成员尤格老师 (Yugo) 沟通并达成一致，现正式宣布：由我全权负责 PEP中文社区的宣传、营销和传播工作。

若社区成员有任何相关建议，欢迎直接在社区平台留言。我将竭尽全力推动社区的宣传工作步入正轨。

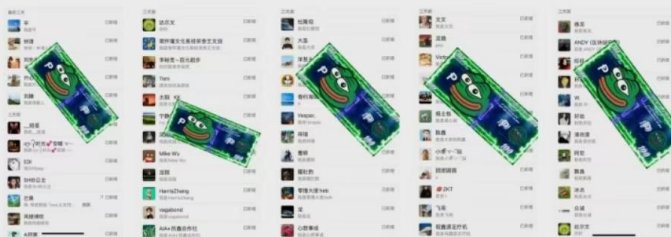
感谢全体社区成员的理解、支持与关注! ❤️

2025.9.27



edited 9:02

4、作为中文社区的形象大使冷儿 (@Lener123666)，全身心投入到佩佩币的宣传推广工作中，为了推动项目的尽早成功，实现100万人社区的目标，她还自费通过空投的方式，吸引成员的加入。以下为部分新加入的成员：



(2025.9.27-2025.12.11 曾负责着社区宣传负责人)

Marketer Meta



Biography

Throughout 2024, operating under the identity "Meta," he has driven narrative and slogan marketing and provided community development recommendations for the Pepecoin Chinese community.

He is renowned for proposing the slogan "Bitcoin For The Young.(年轻人的BTC!)" In 2025, he independently developed the website BitcoinForTheYoung.com to help promote Pepecoin – a brand destined to shine globally in the future.

2024 年间，他以"Meta"这一身份为佩佩币（*Pepecoin*）中文社区推动了叙事建设和口号营销，并提供了社区发展建议。

他因提出"*Bitcoin For The Young*.（年轻人的 *BTC!*）"这一口号而广受认可。

2025 年，他独立开发了网站 *BitcoinForTheYoung.com*，旨在助力推广佩佩币——一个未来注定在全球闪耀的品牌。

序

As a frontline promoter and \$PEP fighter, I have always been committed to helping more people understand Pepecoin.

Disclaimer:

My suggestion stems more from personal intuition than exhaustive reasoning.

Nevertheless, I will try to provide some supporting rationale.

作为一线推广者与 *PEP* 战士，我始终致力于帮助更多人了解佩佩币。

免责声明：我的建议更多源于个人直觉而非缜密推理。但我会尽量提供一些支撑理由。

1. Why is repeatedly emphasizing a slogan absolutely crucial?

1. 为什么反复强调一个口号至关重要？

Human nature is inherently lazy and prone to forgetfulness.

Only a slogan can help people quickly understand and continuously build an impression in the human brain through repetition.

人性天生懒惰且健忘。只有口号能帮助人们快速理解，并通过重复在人脑中持续建立印象。

<https://x.com/PepecoinLFG/status/1968187127822520550>

#Why Are Slogans So Important?

#为什么口号如此重要？

Why must we vigorously promote " \$PEP is Bitcoin for the Young! " (PEP, 年轻人的 BTC!) ?

Slogans serve four critically important functions:

1. They convey messages concisely and powerfully.
2. They unite broad consensus among diverse groups.
3. They inspire a sense of participation, belonging, and purpose.
4. They guide people to take action.

口号发挥着四个至关重要的作用：

1. 简洁有力地传递信息。
2. 凝聚多元群体的广泛共识。
3. 激发参与感、归属感和使命感。

4.

引导人们采取行动。

Through repetition and emotional resonance, slogans penetrate deeply into people' s hearts, shape collective consciousness, and influence the course of global history.

通过重复和情感共鸣，口号深入人心，塑造集体意识，并影响全球历史进程。

Take "Carthago delenda est" ("Carthage must be destroyed") as an example to illustrate their significance:

以"*Carthago delenda est*"（"迦太基必须被毁灭"）为例说明其重要性：

The ancient Roman orator Cato the Elder concluded every speech with the phrase "Carthago delenda est," whether before war or during debates.

古罗马演说家老加图无论战前还是辩论中，每次演讲都以"迦太基必须被毁灭"结尾。

1. The slogan crystallized Rome' s hostility toward Carthage and its unwavering resolve to obliterate its rival.It distilled a complex reality into a simple statement, unifying the collective will of the Roman populace.

该口号将罗马对迦太基的敌意及其摧毁对手的坚定决心结晶化，将复杂现实简化为简单陈述，统一了罗马民众的集体意志。

2. With its forceful language, the slogan stirred Romans to believe Carthage posed an existential threat, galvanizing public support for war mobilization.

口号用有力的语言激起罗马人认为迦太基构成生存威胁的信念，调动公众支持战争动员。

3. Through relentless repetition, its brevity and persistence made it memorable and contagious, embedding it into the collective consciousness of Roman society.

通过不懈重复，其简洁性和持久性使其易于记忆和传播，嵌入罗马社会的集体意识。

3. It guided action and shaped history. Beyond propaganda, the slogan served as a strategic compass.

超越宣传，该口号成为战略指南。

Ultimately, the Roman Empire annihilated Carthage, bringing the war to an end and cementing Rome's dominance over the Mediterranean!

最终罗马帝国消灭了迦太基，结束了战争，巩固了其在地中海的霸权！

2. Why do I prefer "Bitcoin For The Young" as the community slogan?

我为何推崇"*Bitcoin For The Young*"作为社区口号?

(1) The knowledge of power contradicts common intuition:

权力知识与常识相悖:

<https://x.com/PepecoinLFG/status/1970021149833830562>

#From the perspective of propaganda and power struggles, how can the frog community be unified? Could the slogan "One Coin. One Community" help achieve this goal? The knowledge of power contradicts common intuition.

#从宣传与权力斗争的角度，如何统一青蛙社区？口号"One Coin. One Community"能达成目标吗？权力知识与常识相悖。

People dream of reaching their goals through a straight path, yet power teaches us that it must be achieved through narrow, winding roads.

人们梦想通过笔直路径抵达目标，权力却告诫我们必须经由狭窄曲折的道路方能实现。

What does this truth imply? If we want to unify all Frogs, we must strive to conceal our intentions—any action with overly obvious intent will fail miserably in the face of power. Because people will remain vigilant due to your ambition. This strategy is called the Trojan Horse

这暗示什么？若要统一所有青蛙，必须尽力隐藏意图——任何意图过于明显的行动在权力面前都将惨败。因为人们会因你的野心而保持警惕。此策略可称为“特洛伊木马”。

Then should we act? We shouldn't even mention the Frog narrative, for doing so would trap us—we would be forced to explain and introduce ourselves to other Frog communities. This puts us on the defensive. The correct approach is to let others take the initiative to understand us

那我们该行动吗？我们甚至不应提及青蛙叙事，否则将作茧自缚——被迫向其他青蛙社区解释和介绍自己，陷入被动。正确做法是让他人主动来了解我们。

In fact, explanation always implies the inferior position of the explainer. This must be absolutely avoided. Then, can the slogan "Bitcoin For The Young" help achieve this goal?

事实上，解释总意味着解释者的劣势地位。这必须绝对避免。那么，“*Bitcoin For The Young*”能帮助达成目标吗？

We shift from the Frog narrative to a narrative about cryptocurrency education for the younger generation. A scarcity mindset confines everyone to stagnation, while an abundance mindset empowers us to become stronger.

我们将叙事从青蛙转向针对年轻一代的加密货币教育。稀缺心态令人困于停滞，丰盈心态则助我们愈加强大。

Bitcoin is the king of the crypto market. Any rise in power must rely on the current king. Indeed, identifying who the "king" is and then establishing a connection with the "king" is of paramount importance in matters of power.

比特币是加密市场的王者。任何势力的崛起都需倚仗当今王者。的确，识别“王”是谁，继而与“王”建立联系，在权力事务中至关重要。

In other words, if you try to seize power alone or rely on the wrong "king", you commit a double fault in power dynamics. Power despises those who scorn it.

换言之，若试图单打独斗或倚靠错误的“王”，便在权力动态中犯了双重错误。权力藐视轻视它的人。

(2) The perfect inheritance of the Bitcoin spirit:

比特币精神的完美传承：

<https://x.com/PepecoinLFG/status/1970580762283122783>

#This is why I've been steadfastly promoting "Bitcoin For The Young" We won't fall into the trap of debating who the real frog is in their narrative framework Instead, we firmly hold the ultimate authority —the perfect inheritance of the Bitcoin spirit

#这就是我坚持推广"Bitcoin For The Young"的原因 我们不会落入在其叙事框架内争论谁是真青蛙的陷阱 而是牢牢把握终极话语权——对比特币精神的完美传承



It's time for people to embrace this. Otherwise, we will be at a disadvantage in the future regarding narrative authority.

是时候让人们接受这一点了。否则，未来在叙事话语权上我们将处于劣势。

(3) Persuading people is difficult; directly nurturing a new generation is easier:

说服成人难，直接培育新一代易：

<https://x.com/PepecoinLFG/status/1969993255946440940>

Persuading people is difficult; directly nurturing a new generation is easier. Whoever owns the youth owns the future.

说服成人困难；直接培育新一代更容易。谁拥有青年，谁就拥有未来。



(4)The essence of marketing is narrowing the focus:

营销的本质是聚焦：

<https://x.com/PepecoinLFG/status/1969802791427465389>

The essence of marketing is narrowing the focus. You become stronger when you reduce the scope of your operations. You can't stand for something if you chase after everything.

营销的本质是聚焦。当你收缩运营范围时，你会变得更强大。如果你追逐一切，便无法代表任何事物。

(5) The best ads persuade you with emotions:

最佳广告以情动人：

People are more easily moved by mythos than by statistics. Religions are organized through tales and testimonies. Successful ventures are built on missions. The best ads persuade you with emotions.

人们更易被故事而非数据打动。宗教靠传说与见证组织起来。成功的事业建立在使命之上。最佳的广告以情感说服你。

<https://x.com/PepecoinLFG/status/1969491039498224053>

3. Origin and Journey of the Slogan:

口号的起源与历程:

"Bitcoin For The Young" originated during the early discussions of the PEP

Chinese community's founding:

*"Bitcoin For The Young"*源于 PEP 中文社区创立初期的讨论：我们如何赢得更多朋友？

How do we gain more friends?

我们如何赢得更多朋友？

I proposed the slogan suggestion to the community, aiming to use a slogan to rally people's strength.

我向社区提出了该口号建议，意在用一句口号凝聚人们的力量。

In reality, the slogan later played a significant role.

实际上，该口号后来确实发挥了重要作用。

At the time, I clearly emphasized to everyone:

当时，我曾向众人明确强调

when Trump in the US shouted "MAGA", he was already positioning himself as president.

当美国的特朗普高喊“**MAGA**”时，他已然将自己定位为总统。

I used this example to demonstrate to the community the absolute power of a slogan.

我以此例向社区展示了口号的绝对威力。

The slogan underwent a lengthy discussion. Ultimately, two points reached consensus:

口号经历了长时间的讨论。最终达成两点共识：

1.The slogan can clearly define the target audience.

该口号能清晰界定目标受众。

2. The slogan can indicate the value proposition/direction.

该口号能指明价值主张/方向。

话题

The most common misconception about marketing is focusing too much on ourselves and ignoring that people love stories. A slogan with a short story is more likely to attract people to learn about us.

关于市场营销最常见的误解，就是过分关注我们自己，而忽略了人们热爱故事这一点。一个带有简短故事的口号更可能吸引人们来了解我们。

"Bitcoin For the Young" is not directly tied to the PEP project itself, nor does it involve the relationship between DOGE and PEP. It doesn't even come from the PEP team. Yet, it's the slogan most likely to achieve massive SUCCESS. Why?

Its subtle CONTROVERSY—partly sparking obsession, partly causing confusion—drives discussion and word-of-mouth SPREAD. This is a point that non-marketers and promoters will never fully GRASP.

"Bitcoin For the Young" 并没有直接与 *PEP* 项目本身相关联，也不涉及 *DOGE* 和 *PEP* 之间的关系。它甚至不是来自 *PEP* 团队。然而，它却是最有可能取得巨大成功的口号。为什么呢？它那微妙的争议性——一部分引发痴迷，一部分造成困惑——推动了讨论和口碑传播。这是非营销人员和推广者永远无法完全领会的一点。

It's foreseeable that *Bitcoin For the Young* will spark significant discussion in the future: Why is a meme coin associated with the serious Bitcoin and the youth representing the future???

Does PEP have its own blockchain and a strong community?

可以预见的是，"Bitcoin For the Young" 将在未来引发重大讨论：为什么一个迷因币会与严肃的比特币和代表未来的年轻人联系在一起？？？ PEP 是否有自己的区块链和一个强大的社群？

为了更好地协助 Pepecoin 进行市场营销并更早地获得公众关注，我将分析 BTC 和 DOGE 在推广方法上的不足之处，以帮助池塘里的青蛙们掌握市场营销和权力动态的关键概念。

To better assist Pepecoin with its marketing efforts and gain earlier exposure to the public, I will analyze the shortcomings in BTC and DOGE's promotional approaches to help the frogs in the pond grasp key concepts of marketing and power dynamics.

为了更好地协助 Pepecoin 进行市场营销并更早地获得公众关注，我将分析 BTC 和 DOGE 在推广方法上的不足之处，以帮助池塘里的青蛙们掌握市场营销和权力动态的关键概念。

1. Every marketer must realize that the public's information processing capacity is literally at your grandmother's level. This always means people connect profoundly with a simple story, not a dry technical description.

每位营销人员都必须认识到，公众的信息处理能力简直就像你祖母的水平。这始终意味着人们能与简单的故事产生深刻共鸣，而不是枯燥的技术描述。

2. For example, when introducing PEP, I wouldn't call it 'the world's first decentralized Pepe-themed cryptocurrency.' Instead, I'd say young generations find a sense of purpose in our PEP — exactly as captured in the rallying cry: 'Bitcoin For The Young! '"

例如，在介绍 PEP 时，我不会称它为“世界上第一个去中心化的佩佩主题加密货币”。相反，我会说，年轻一代在我们的 PEP 中找到了目标感——正如那句口号所捕捉到的：“Bitcoin For The Young! ”

3. If I were to introduce Bitcoin to people, I'd declare: 'The era of state-controlled money is over. Bitcoin begins now. And for Dogecoin, I'd tell you this: You know money's been rewritten when a dog becomes the face of currency.

如果我向人们介绍比特币，我会宣告：“国家控制货币的时代结束了。比特币现在开始。”而对于狗狗币，我会告诉你：“当一只狗成为货币的面孔时，你就知道货币已经被改写了。”

3. Every marketer must understand that people don't want bland stories - they crave drama and conflict. Take Dogecoin's 'Do Only Good Everyday' slogan as an example of what doesn't work.

每位营销人员都必须明白，人们不想要平淡的故事——他们渴望戏剧性和冲突。以狗狗币的"Do Only Good Everyday"口号为例，这就是一个无效的范例。

4. First, it tells you nothing about Dogecoin itself. Second, it offers no promise of personal benefit. We must acknowledge that humans are driven primarily by self-interest, not altruism. Consider a masterclass example: 'Make America Great Again.'

首先，它没有告诉你任何关于狗狗币本身的信息。其次，它没有提供任何个人利益的承诺。我们必须承认，人类主要受自身利益驱动，而非利他主义。看一个大师级的例子："Make America Great Again"。

5. This slogan works because it implies decay ('America was great') and ignites urgency ('fight to restore it'). Truth is, humans are perpetually mesmerized by struggle—especially against perceived decline.

这个口号有效，是因为它暗示了衰落（"美国曾经伟大"）并点燃了紧迫感（"奋力恢复它"）。事实是，人类永远迷恋斗争——尤其是对抗感知中的衰落。

6. All viral slogans obey the S.U.F structure • Suffering (the painful now) • Urgency (the burning call: Now!) • Fight (the battle cry: Greatness) Fundamentally, 'Bitcoin For The Young!' nails the S.U.F structure.

所有病毒式传播的口号都遵循 S.U.F 结构：

Suffering（痛苦的现状）

Urgency（burning 的呼唤：就是现在！）

Fight（战斗口号：追求伟大）从根本上说，"Bitcoin For The Young!" 完美契合了 S.U.F 结构。

7. Driving curiosity is always more powerful than pushing propaganda. And the only thing that sparks human curiosity? Mystery. What is mystery? The magnetic unknown that confounds yet compels. Never call Bitcoin 'digital gold'— Make them discover it.

激发好奇心永远比强行宣传更有力。而能激发人类好奇心的唯一东西是什么？神秘感。什么是神秘感？那是一种既令人困惑又引人入胜的、具有吸引力的未知。永远别把比特币叫作"数字黄金"——要让他们自己去发现。

8. Every marketer must understand: People crave novelty over improvement. This means your narrative must refract reality through a radically new lens. Consider Bitcoin and Dogecoin - they magnetized crowds, but declaring yourself 'the next BTC/DOGE' is empty noise.

每位营销人员都必须理解：人们渴望新颖性胜过改进。这意味着你的叙述必须通过一个全新的视角来折射现实。想想比特币和狗狗币——它们吸引了大众，但宣称自己是“下一个 BTC/DOGE”只是空洞的噪音。

Inexplicably, my personal intuition still tells me that PEP will spark massive discussion due to some connection with BITCOIN, Rather than because of its Pepe theme or anything else. It seems I was born to witness the outcome of this issue.

我个人的直觉仍然告诉我，*PEP* 将因其与比特币的某种关联而引发大规模讨论，而不是因为它的佩佩主题或其他任何东西。似乎我生来就是要见证这个问题的结果。

When I was promoting PEP back in the day, people were always surprised that this frog already had its own blockchain? In moments like that, I always think: How can I better get this across?

当我推广 *PEP* 的时候，人们总是很惊讶这只青蛙居然已经有了自己的区块链？在这种时刻，我总是在想：我怎样才能更好地传达这一点？

My personal view is that frog-related content should be explored by people out of curiosity, as we are a treasure. Revealing it upfront loses the sense of mystery.

我个人的观点是，与青蛙相关的内容应该让人们出于好奇心去探索，因为我们是一个宝藏。过早地揭示一切会失去神秘感。

Additionally, from a specific marketing perspective, the project itself and the marketing content should be separated, focusing on crafting a story.

此外，从具体的市场营销角度来看，项目本身和营销内容应该分开，重点在于精心打造一个故事。

People might forget the community, but they'll never forget the slogan.

The essence of marketing is to prevent people from forgetting, to be repeatedly mentioned and discussed by them.

人们可能会忘记社群，但他们永远不会忘记口号。 市场营销的精髓就是防止被人们遗忘，要让他们反复提及和讨论。

To help PEP with better marketing, I've redirected

BitcoinForTheYoung.com to our official website.

No longer just a slogan, but a domain name.

I don't know if my enthusiasm for this will fade in the future, but today I can do

something about it. — 2025/10/5 20:28

为了帮助 PEP 进行更好的营销，我已经将 BitcoinForTheYoung.com 这个域名重定向到了我们的官方网站。 这不再仅仅是一个口号，而是一个域名了。 我不知道未来我对这件事的热情是否会消退，但今天我可以为此做点什么。 — 2025/10/5 20:28

Think bigger, braver, and bolder. The biggest missed opportunity in content marketing is playing it too safe.

思维要更宏大、更勇敢、更大胆。内容营销中最大的错失机会就是过于保守。

Bitcoin's popularity could eventually be surpassed by a memecoin. From a mass communication perspective, this is entirely possible. It will depend on which memecoin has UTILITY and compelling MARKETING.

比特币的受欢迎程度最终有可能被一个迷因币超越。从大众传播的角度来看，这完全是有可能的。这将取决于哪个迷因币既有效用又有引人入胜的营销。



Verified

— 2025/10/8 03:40

@BitcoinForTheYoung.com Thank you for putting this all together. I have also tried to emphasise the importance of slogans and narratives a few times in the past but it never gained much traction. Even though it is slightly cliché I still think 'Bitcoin for the young' is a good slogan since it taps into the most important aspect of memecoin marketing - FOMO. The biggest problem with all of these one frog one community slogans is that they do not elicit an immediate emotional response from the person reading it. 'Bitcoin for the young' is basic but probably over 90% of people in crypto today feel that they have 'missed' the true bitcoin gains and this slogan plays on that (and we have just enough similarity to justify this at least a tiny bit). The other big feeling prevalent among crypto people is fear from being rugged (mostly from experience). Because of this I would also suggest the slogan 'The unruggable Pepe' which we can justify through our fair launch. It sounds basic but people want the next 100x and they want security - we can offer a relatively justified dream of that that and I believe that our slogan or slogans should mainly focus on selling these two things

L4gy 已验证 — 2025/10/8 03:40 @BitcoinForTheYoung.com 感谢你整理了这一切。我过去也曾多次试图强调口号和叙事的重要性，但从未引起太多关注。尽管有点老套，我仍然认为"Bitcoin for the young"是个好口号，因为它触及了迷因币营销最重要的方面——错失恐惧症。所有那些"一只青蛙一个社群"口号的最大问题是，它们无法引起读者立即的情感共鸣。"Bitcoin for

the young"很基本，但如今加密货币领域超过 90%的人可能都觉得自己"错过了"比特币真正的涨幅，而这个口号正好利用了这一点（而且我们至少有足够的相似性来证明这一点，哪怕只有一点点）。加密货币人士中另一种普遍的感受是害怕被诈骗（多半是经验之谈）。因此，我还建议使用"防骗局的佩佩"这个口号，我们可以通过我们的公平启动来证明这一点。这听起来很基本，但人们想要下一个百倍收益，也想要安全性——我们可以提供一个相对合理的梦想，我相信我们的口号应该主要聚焦于推销这两点。

I believe that no matter what someone believes in, they should always stick to it. To make the community realize the importance of slogans, I even registered the domain BitcoinForTheYoung.com at my own expense (also to prevent it from falling into the hands of outsiders). Marketing is easily misunderstood, but because of this, it's worth emphasizing repeatedly. I talk about the importance of slogan marketing almost every day without rest, all for the community. I believe anyone who seriously reads my posts will change their mind.

我相信，无论一个人信仰什么，都应该始终坚持。为了让社群意识到口号的重要性，我甚至自费注册了 *BitcoinForTheYoung.com* 这个域名（也是为了防止它落入外人手中）。市场营销很容易被误解，但正因如此，才值得反复强调。我几乎每天都在不休止地谈论口号营销的重要性，全都是为了社群。我相信任何认真阅读我帖子的人都会改变想法。

Marketing, like investing, requires taking risks. Risk is the Catalyst for Differentiation. Trying to please everyone is the riskiest move of all because it creates no meaningful

story.市场营销，如同投资，需要承担风险。风险是差异化的催化剂。试图取悦所有人是所有策略中最危险的，因为它无法创造有意义的故事。

People may not understand it yet, but the slogan will ultimately propel Pepecoin to become the most prominent presence in the cryptocurrency world.

人们可能还不理解，但这个口号最终将推动 *Pepecoin* 成为加密货币世界中最突出的存在。

Critikal 🐸 — 2025/10/10 03:13

I also stated before that a good slogans are very important to convey our message. I also think that updating our website to a more "fresh" look together with good SEO keywords are also important.

Critikal — 2025/10/10 03:13 我之前也说过，好的口号对于传达我们的信息非常重要。我还认为，将我们的网站更新为更“清新”的外观，同时配合好的搜索引擎优化关键词也很重要。

There needs to be a frog in the pond that emphasizes the importance of slogans every day, because people are always lazy and prone to forgetting.

池塘里需要有一只青蛙，每天强调口号的重要性，因为人们总是懒惰且容易遗忘。

Critikal 🐸 — 2025/10/10 20:20

Thank you for your contribution fren!!

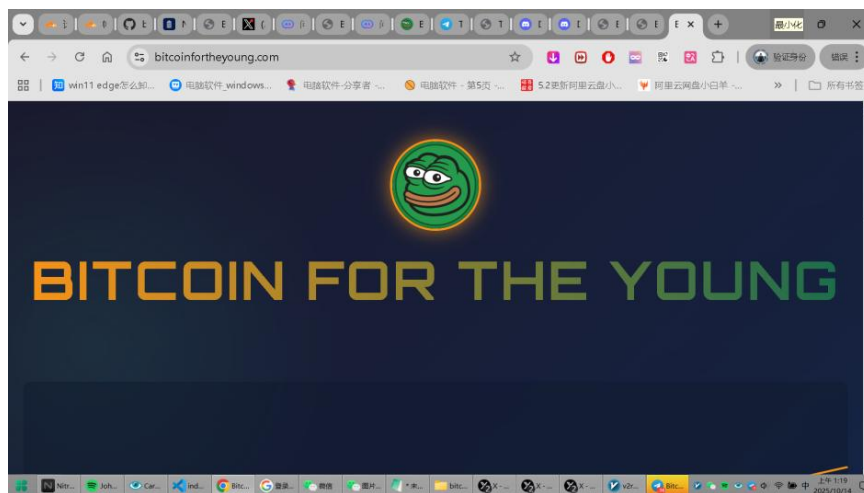
Critikal — 2025/10/10 20:20 感谢你的贡献，朋友！！

From the perspective of power dynamics, Bitcoin's FAME will not be surpassed by a better Bitcoin, but it will be surpassed by an EVANGELICAL Bitcoin. When the principles of religious propagation are introduced into crypto, EVERYTHING will be different.

从权力动态的角度来看，比特币的名声不会被一个更好的比特币超越，但会被一个更具布道性质的比特币超越。当宗教传播的原则被引入加密货币领域时，一切都会变得不同。

I'm developing the welcome page for bitcoinfortheyoung.com which will support one-click tweeting with the tags, helping promoters save time.

我正在开发 bitcoinfortheyoung.com 的欢迎页面，该页面将支持一键推文附带相关标签，帮助推广者节省时间。



How to Get More Friends?

1. Go to bitcoinfortheyoung.com
2. Scroll down and click Tweet Now
3. It will automatically redirect to Twitter and fill in the slogan.
4. Send the post. Every frog takes action—the BANDWAGON effect is the best marketing.

如何获得更多朋友？

访问 bitcoinfortheyoung.com

向下滚动并点击"立即推文"

它将自动重定向到推特并填充口号。

发送推文。每只青蛙都采取行动——从众效应是最好的营销。

I have added a GitHub project link in the webpage, which contains the HTML for BitcoinForTheYoung.com.

我已在网页中添加了一个 *GitHub* 项目链接，其中包含

BitcoinForTheYoung.com 的 *HTML* 代码。

If you like other slogans, you can modify it according to your own preferences and deploy it to your website.

如果你喜欢其他口号，可以根据自己的喜好进行修改，并部署到你的网站上。

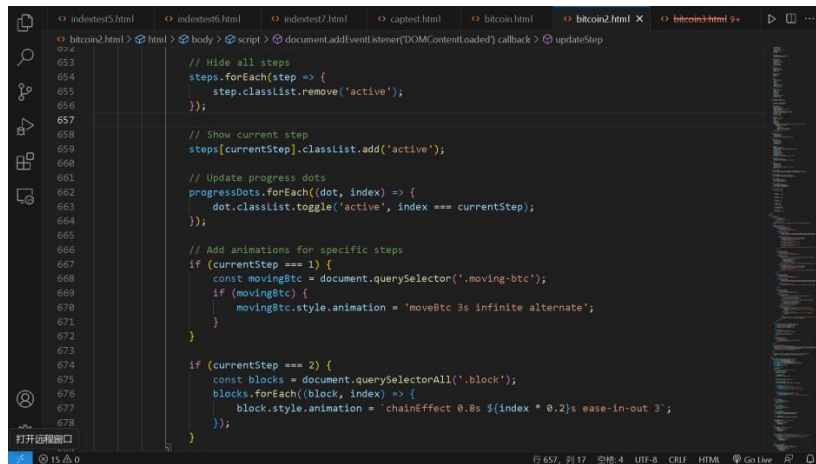
<https://github.com/pxps/bitcoinfortheyoung.com>

I'm building Bitcoin and Pepecoin educational content that cleverly combines the two to help crypto newcomers easily understand the colorful world of blockchain.

Stay tuned for BitcoinForTheYoung.com!

我正在构建比特币和佩佩币的教育内容，巧妙地将两者结合起来，帮助加密货币新手轻松理解区块链的多彩世界。

敬请关注 BitcoinForTheYoung.com !



```
653 // Hide all steps
654 steps.forEach(step => {
655   step.classList.remove('active');
656 });
657
658 // Show current step
659 steps[currentStep].classList.add('active');
660
661 // Update progress dots
662 progressDots.forEach((dot, index) => {
663   dot.classList.toggle('active', index === currentStep);
664 });
665
666 // Add animations for specific steps
667 if (currentStep === 1) {
668   const movingBtc = document.querySelector('.moving-btc');
669   if (movingBtc) {
670     movingBtc.style.animation = 'moveBtc 3s infinite alternate';
671   }
672 }
673
674 if (currentStep === 2) {
675   const blocks = document.querySelectorAll('.block');
676   blocks.forEach((block, index) => {
677     block.style.animation = 'chainEffect 0.8s ${index * 0.2}s ease-in-out 3';
678   });
679 }
```

Critical  — 2025/10/15 21:59

Lovely! Keep it up and thank you for developing!

Critical — 2025/10/15 21:59 太棒了！坚持下去，感谢你的开发工作！

Now you can directly click the button to jump to the Capitoday page to vote for Pepecoin <https://bitcoinfortheyoung.com/>

现在你可以直接点击按钮跳转到 Capitoday 页面为 Pepecoin 投票
<https://bitcoinfortheyoung.com/>

Now you can view educational content on <https://BitcoinForTheYoung.com>

现在你可以在 <https://BitcoinForTheYoung.com> 上查看教育内容。

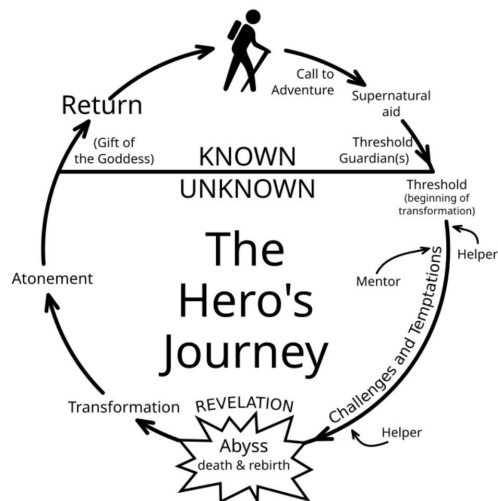


If you're interested in brand marketing campaign, you might want to hear what Steve Jobs has to say.

如果你对品牌营销活动感兴趣，你可能想听听史蒂夫·乔布斯怎么说。

The world doesn't lack technology. It always lacks good stories that shock and touch the inner souls of humanity.

这个世界不缺技术。它永远缺少那些震撼并触动人类内心深处的好故事。



Less time explaining, more time acting.

少花时间解释，多花时间行动。

Marketing should be separated from the product itself, to craft a story.

"The Pepe Blockchain" is an explanation, not a story.

营销应与产品本身分开，去打造一个故事。 "佩佩区块链"是一种解释，而不是一个故事。

This is my personal suggestion:

这是我个人的建议：

If you want KOLs to better distinguish PEP from other cryptocurrencies,
the best approach isn't to introduce ourselves to them—the best
approach is to throw out a hook.

如果你想让 KOL 更好地区分 PEP 与其他加密货币，最好的方法不是向他们介绍我们自己——最好的方法是抛出一个钩子。

In this regard, "Bitcoin For The Young" is like fishing bait; I think no one will care too much about what the bait really means.

在这方面，"*Bitcoin For The Young*"就像钓鱼的饵料；我觉得没人会太过在意饵料的真实含义。

Marketing is like the bait when fishing.
营销就像钓鱼时的饵料。

When fishing, you can't reveal your intentions too much, because that would alert the fish and make it wary. Marketing follows almost the same principle: you should avoid directly mentioning your product and instead tell a story.

钓鱼时，你不能过多暴露意图，因为那会惊动鱼，让它警惕。营销几乎遵循同样的原则：你应该避免直接提及你的产品，而是去讲一个故事。

When you start thinking about problems from the audience's perspective, not to exaggerate, you've already stepped into the ranks of marketing masters.

当你开始从受众的角度思考问题时，毫不夸张地说，你已经踏入了营销大师的行列。

If you want to be with a girl, you should always avoid exposing your intentions and needs, because this can easily arouse people's vigilance. Marketing follows a similar pattern; you should avoid directly mentioning the product.

如果你想追一个女孩，你应该总是避免暴露你的意图和需求，因为这很容易引起人们的警惕。营销也遵循类似的模式：你应该避免直接提及产品。

No woman takes interest in a timid, fearful man. No one gets excited by conservative promotional marketing.

没有女人会对胆小、畏缩的男人感兴趣。没有人会对保守的促销营销感到兴奋。



Basically, the current leaders in the cryptocurrency market are all pragmatic businessmen or investors. We're far from the point where highly influential storytellers emerge. This field is still quite early-stage.

基本上，当前加密货币市场的领导者都是务实的商人或投资者。我们离涌现出极具影响力的故事讲述者的阶段还很远。这个领域仍处于相当早期的阶段。

Never tell anyone how cool you are—tell people what they can gain from you.

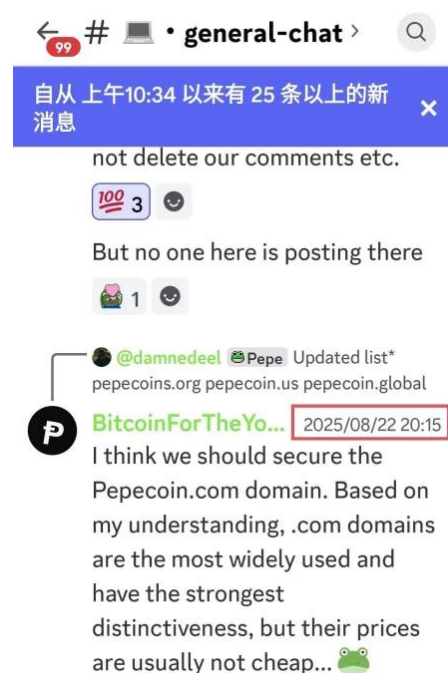
永远不要告诉别人你有多酷——告诉人们他们能从你这里得到什么。

Back in August, I had suggested acquiring the Pepecoin.com domain in the PEP Discord community. 早在八月份, 我就在 PEP Discord 社区里建议收购 Pepecoin.com 这个域名。

Now it has become a reality, confirming my visionary insight once again.

<https://x.com/PepecoinLFG/status/1983752948909011273>

现在这已成为现实, 再次证实了我的远见。



我认为我们应该获得 Pepecoin.com 域名, 据我所知, .com 域名最为广泛使用且分辨率最高, 然而价格通常不便宜。

alonso — 2025/10/30 17:49



I admire your dedication

alonso — 2025/10/30 17:49 我钦佩你的奉献精神

People build memories through repetition; they accept new things through stories.

人们通过重复来构建记忆；他们通过故事来接受新事物。

Zora 🐸 — 2025/11/1 03:44

The site "Bitcoin for the Young" is rock solid. Good work. "Bitcoin for the Young" stands out as a remarkably clever marketing initiative, just need to keep pushing it. We can still have another official slogan...but Bitcoin for the Young is an excellent marketing campaign and good idea to keep it going....Thank you for the hard work on this.

Zora — 2025/11/1 03:44 "Bitcoin for the Young" 这个网站非常扎实。干得漂亮。"Bitcoin for the Young" 作为一个极其聪明的营销倡议脱颖而出，只需要继续推动它。我们还可以有另一个官方口号……但 Bitcoin for the Young 是一个出色的营销活动，是好主意，应该继续下去……感谢你为此付出的努力。

BitcoinForTheYoung.comLZ — 2025/11/1 03:58

Thank you for sharing your thoughts. Although opinions vary among people, I personally believe it will one day top the hot searches on social



media.

BitcoinForTheYoung.comLZ — 2025/11/1 03:58 感谢分享你的想法。尽管人们的意见各不相同，但我个人相信它有一天会登上社交媒体的热搜榜。

Even though we have acquired the highly influential domain Pepecoin.com , we must always keep one thing in mind: we should always emphasize some kind of spiritual VALUE, while avoiding direct mentions of Pepecoin. Satisfy people's desire for MYSTERY and CURIOSITY.

即使我们已经收购了极具影响力的域名 Pepecoin.com, 我们也必须始终牢记一件事: 我们应该始终强调某种精神价值, 同时避免直接提及 Pepecoin。要满足人们对神秘感和好奇心的渴望。

Zora🐸 — 2025/11/3 06:59

Regardless, the team leads should trademark this slogan so we can officially use it to identify a \$PEP. Most likely this will also have bigger impact having it trademarked.

Zora — 2025/11/3 06:59 无论如何, 团队负责人应该将这个口号注册商标, 以便我们能正式用它来标识 \$PEP。很可能注册商标后会产生更大的影响。

I'm glad to see that there are people in the community like you who consider

long-term future matters—it really puts my mind at ease. I've thought about similar things before, and since you brought it up, maybe I should discuss this with Zord.

很高兴看到社区里有像你这样考虑长远未来事情的人——这真的让我放心了。

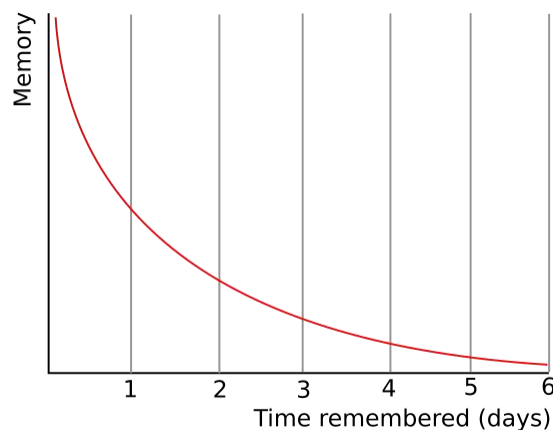
我之前也考虑过类似的事情，既然你提出来了，也许我应该和 *Zord* 讨论一下。

Aside from a few people who are good at thinking deeply, I believe most people can't understand the significance of some things I say and the things I do.

除了少数善于深度思考的人，我相信大多数人都无法理解我说的某些事情和我做的事情的意义。

If you're not willing to keep repeating certain things, people will eventually forget you completely over time.

如果你不愿意不断重复某些事情，随着时间的推移，人们最终会完全忘记你。



Currently, the cryptocurrency space is still in the stage of showcasing whitepapers to others and introducing concepts; it hasn't reached the storytelling phase yet. Let Steve Jobs enter Pepecoin.

目前，加密货币领域仍然处于向他人展示白皮书和介绍概念的阶段；还没有进入讲故事阶段。让史蒂夫·乔布斯的精神进入 *Pepecoin*。



Bitcoinfortheyoung.com is an important step toward the widespread adoption of cryptocurrency among people. It shifts away from focusing on "what we are" and instead introduces a storytelling approach: a hook—a slogan—that sparks curiosity and invites people to explore.

Bitcoinfortheyoung.com 是朝着加密货币在人们中广泛采用迈出的重要一步。

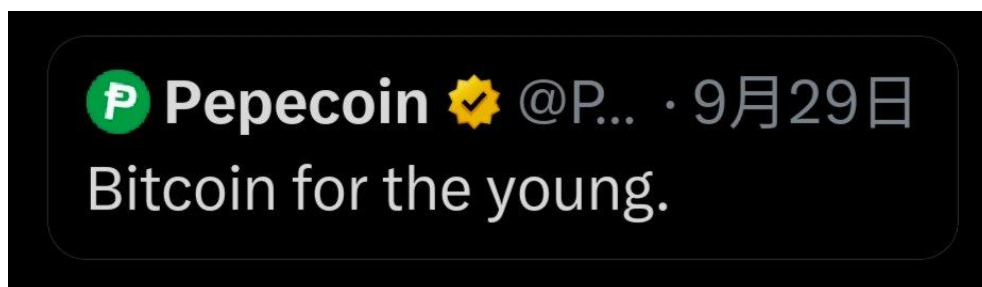
它不再聚焦于"我们是什么"，而是引入了一种讲故事的方式：一个钩子——一个口号——激发好奇心，邀请人们来探索。



There are tons of great products out there with terrible marketing. And mediocre products with great marketing that dominate. Marketing is the bridge between your value and the world.

市面上有大量优秀产品配着糟糕的营销。也有平庸的产品靠着伟大的营销占据主导地位。营销是你的价值与世界之间的桥梁。

A good slogan can be the ignition for a bull market.
一个好的口号可以成为牛市的点火器。



The slogan website now supports basic multi-language features!

Let more people know about the fun and utility of Pepecoin.

口号网站现在支持基础的多语言功能！让更多人了解佩佩币的乐趣和效用。

```
index.html x pepc.py 工作区管理
index.html > html > body > script > document.addEventListener(DOMContentLoaded) callback
1821 // 初始化语言 - 使用浏览器语言或默认英语
1822 let currentLang = localStorage.getItem('preferredLanguage') || navigator.language.split('-')[0];
1823 if (!translations[currentLang]) currentLang = 'en';
1824
1825 // 语言切换功能
1826 document.addEventListener('DOMContentLoaded', () => {
1827   // 设置初始语言
1828   setLanguage(currentLang);
1829
1830   // 语言选择器切换
1831   document.getElementById('langToggle').addEventListener('click', () => {
1832     const dropdown = document.getElementById('languageDropdown');
1833     dropdown.classList.toggle('show');
1834   });
1835
1836   // 语言选择器点击事件
1837   document.querySelectorAll('.language-option').forEach(option => {
1838     option.addEventListener('click', (e) => {
1839       const lang = e.currentTarget.getAttribute('data-lang');
1840       setLanguage(lang);
1841       localStorage.setItem('preferredLanguage', lang);
1842       document.getElementById('languageDropdown').classList.remove('show');
1843     });
1844   });
1845
1846   // 点击菜单其他位置关闭下拉菜单
1847   document.addEventListener('click', (e) => {
1848     if (e.target.closest('.language-selector')) {
```



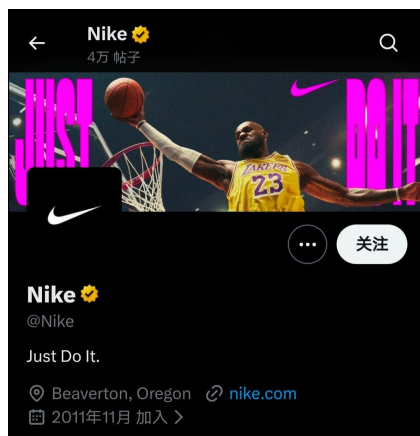
The slogan website now supports Korean and Taiwanese Mandarin, helping more people discover the fun and utility of Pepecoin.

口号网站现在支持韩语和台湾繁体中文，帮助更多人发现佩佩币的乐趣和效用。

Learn from Nike, the world's most successful marketing legend.

Help the Pepecoin community break out and go mainstream as soon as possible.
向世界上营销最成功的传奇耐克学习。

帮助佩佩币社区尽早突围并成为主流。



Bitcoin, Litecoin, and Dogecoin have essentially reached a settled state in terms of marketing. However, Pepecoin, due to its small market cap, has a tremendous opportunity to get on the right and proper marketing track, thereby surpassing all of them.

比特币、莱特币和狗狗币在营销方面基本上已经定型。然而，佩佩币由于其市值较小，拥有巨大的机会走上正确且合适的营销轨道，从而超越它们所有人。

To make my words understandable even to people with no marketing background, I completely avoid all jargon and switch to plain, everyday language.

为了让我的话即使没有营销背景的人也能理解，我完全避免使用所有行话，转而使用平实的日常语言。

I'm most likely the first person in the crypto world who both masters top-tier traditional marketing techniques and deeply understands political power. The combination of these two fields gives me an extraordinary insight into human psychology and behavior.

我很可能是加密货币世界里第一个既掌握顶尖传统营销技巧又深刻理解政治权力的人。这两个领域的结合赋予我对人性和人类行为的非凡洞察力。

In simple terms: I know exactly what people like and what they hate, what they easily accept and what they instinctively reject. Based on this, I offer Pepecoin three serious pieces of advice (worth genuinely considering):

简单来说：我确切地知道人们喜欢什么、讨厌什么，他们容易接受什么、本能地拒绝什么。基于此，我向佩佩币提出三条严肃的建议（值得认真考虑）：

Drop the current intro style that imitates Bitcoin, Litecoin, and Dogecoin as soon as possible. Strategically shift toward a slogan like "Bitcoin For The Young" or something even more impactful and influential.

As for "The World's First Pepe-Themed Blockchain," just leave that line on the official website—that's enough. Let it be a hidden treasure for users to discover on their own. Even this small change is already quite bold and risky, but at the same time, it opens

the door to far more powerful marketing potential. In our world, marketing is deeply misunderstood by many people.

尽快放弃目前模仿比特币、莱特币和狗狗币的介绍风格。在战略上转向像 *"Bitcoin For The Young"* 或更具影响力和冲击力的口号。至于“世界上第一个以佩佩蛙为主题的区块链”，只需把那句话留在官网上——那就够了。让它成为用户自行发现的隐藏宝藏。即使只是这个小改动也已经相当大胆和冒险，但与此同时，它打开了通往更强大营销潜力的大门。在我们的世界里，营销被许多人深深误解。

But from a professional marketing perspective, marketing is about creating strong attraction among people who are completely unfamiliar with your brand, and communicating what your brand is roughly about in a language they can understand. 但从专业的营销角度来看，营销是要在完全不了解你品牌的人中创造强大的吸引力，并用他们能理解的语言传达你的品牌大致是关于什么的。

I once communicated with some marketing and operations staff from cryptocurrency exchanges, and they told me that they are supervised by their superiors at work and must ensure that their account bios and tweet content remain "professional." 我曾经和一些加密货币交易所的营销运营人员交流过，他们告诉我，在工作中受到上级监督，必须确保他们的账号简介和推文内容保持“专业性”。

I told them very directly: Professionalism is the biggest enemy of marketing. Because "professionalism" can only be understood by people who are already familiar with you. For potential new users, it's completely different—they don't even know what you are yet.

我非常直接地告诉他们：专业性是营销最大的敌人。因为“专业性”只能被已经熟悉你的人理解。对于潜在的新用户来说，情况完全不同——他们甚至还不知道你是什么。

I can understand that professionalism is necessary for certain organizations—they are required to maintain it, and I also understand humans' instinctive rejection of anything

that feels overly "professional" when it's unfamiliar; that's a universal psychological trait.

我可以理解某些组织需要专业性——他们被要求保持专业性，我也理解人类本能地对不熟悉的事物中任何感觉过于“专业”的东西产生排斥；那是普遍的心理特征。

I'm truly grateful that I've almost always been able to think about problems from something close to a God's-eye view; it's what makes me so different.

我真的很感激我几乎总是能够从一个接近上帝视角的角度来思考问题；这正是让我如此不同的原因。

This post is dedicated solely to one genius.
这篇文章仅献给一位天才。

I am certain that only he can truly understand my thoughts, and that he possesses the power to completely renew the entire paradigm of cryptocurrency marketing.

我确信只有他能够真正理解我的想法，并且他拥有彻底革新整个加密货币营销范式的力量。

I once told the previous Chinese community operator that marketing and promotion involve professional knowledge and things related to human nature, which not everyone can understand.

我曾经告诉前中文社区运营者，营销推广涉及专业知识和与人性相关的东西，不是每个人都能理解。

The slogan website now supports downloading the Coinomi wallet. Additionally, I have the idea of adding a simple tutorial. I'll consider implementing it when I have some free time.

口号网站现在支持下载 *Coinomi* 钱包。此外，我有添加一个简单教程的想法。等我有空的时候会考虑实现它。

I can't explain why I'm so insistent on tying Pepecoin and bitcoin together for marketing. It's hard for me to explain this to anyone. It might really just be some kind of intuition.

我无法解释为什么我如此坚持地将佩佩币和比特币捆绑在一起进行营销。我很难向任何人解释清楚。这可能真的只是某种直觉。

From a marketing perspective, Pepecoin allows Pepecoin to control all discourse related to the Pepe the Frog cryptocurrency.

Bitcoinfortheyoung.com allows Pepecoin to control the discourse of the entire crypto market.

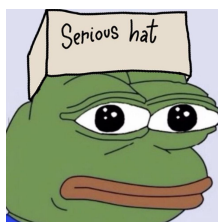
从营销角度来看, *Pepecoin* 让佩佩币得以掌控所有与佩佩蛙加密货币相关的话语权。 *Bitcoinfortheyoung.com* 让佩佩币得以掌控整个加密货币市场的话语权。

First have an idea, then gradually refine it. It's always like this.

先有一个想法, 然后逐步完善。事情总是这样。

I find it really hard to explain one thing clearly to people without a marketing background: Indirect approaches (marketing) are often far more effective in real-world promotion than direct product promotion. I like the fishing metaphor:

我发现很难向没有营销背景的人清楚地解释一件事: 在现实世界的推广中, 间接方法通常比直接的产品推广有效得多。我喜欢用钓鱼来比喻:



marketing is like using bait when fishing.—it attracts the fish to come to you. Direct promotion, on the other hand, is more like actively spearing fish with a harpoon. I also like the example of Jesus: Jesus never directly claimed to be God.

营销就像钓鱼时使用饵料——它吸引鱼向你游来。而直接推广则更像是主动用鱼叉捕鱼。我也喜欢耶稣的例子: 耶稣从未直接声称自己是上帝。

He always talked about his identity indirectly. Yet the effect he achieved was astonishing. From these examples, we can at least draw one conclusion: the fundamental difference between the two lies in slightly concealing what you really want to express or achieve.

他总是间接地谈论他的身份。然而他达到的效果是惊人的。从这些例子中，我们至少可以得出一个结论：两者的根本区别在于稍微隐藏你真正想要表达或达到的目的。

1. JustDoIt.com (in the sports field)

nike.com

2. ThinkDifferent.com (in the mobile phone field)

apple.com

3. BitcoinForTheYoung.com (in the crypto finance field)

Pepecoin.com

Will it become the next world legend?

它会成为下一个世界传奇吗？

I might be the first person to bring traditional top-tier marketing techniques from brands like Apple and Nike into the cryptocurrency world. Hoping everything goes smoothly in the future.

我可能是第一个将来自苹果和耐克等品牌的顶尖传统营销技巧带入加密货币世界的人。希望未来一切顺利。



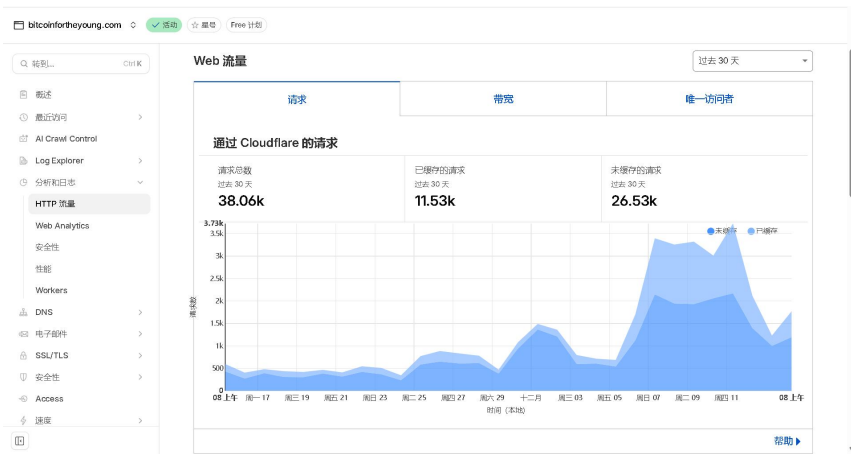
The website's main page doesn't even include a direct introduction to Pepecoin, precisely out of consideration for reasonable marketing rules. This is an extremely bold attempt. I'm not entirely sure what the future holds, but those who join now have

the privilege of witnessing this potential turning point.

网站的主页甚至没有包含对佩佩币的直接介绍，这正是出于对合理营销规则的考虑。这是一次极其大胆的尝试。 我不完全确定未来会怎样，但现在加入的人有幸见证这个潜在的转折点。

The slogan website is gradually turning into a traffic black hole, with more and more people discovering Pepecoin through it.

口号网站正在逐渐变成一个流量黑洞，越来越多的人通过它发现佩佩币。



People are afraid of new things. Marketing is precisely what solves this problem.

人们害怕新事物。 营销正是解决这个问题的良方。

To be honest, from childhood until now, I've often been misunderstood by others. Very few people truly understand what I mean, and living like this has been really painful. Sometimes I can't hold back the tears.

But whenever I think about how Jesus forgave the very people who nailed Him to the cross, I feel that my situation really doesn't amount to anything in comparison.

说实话，从孩提时代到现在，我经常被别人误解。 很少有人真正理解我的意思，这样的生活真的很痛苦。 有时我忍不住会流泪。但每当我想到耶稣宽恕了那些把他钉在十字架上的人，我就觉得我的处境与此相比根本微不足道。 我赞美他。

Once you realize that people are generally too lazy to read beyond the book cover title and forget faster than a rocket launch. As a marketer, you'll fall deeply in love with marketing slogans.

一旦你意识到人们通常懒得阅读书封标题以外的内容，而且忘记得比火箭发射还快。作为一名营销人员，你会深深爱上营销口号。

In the PEP Chinese community, many people have been asking me what happened. Thank you all for your concern about this matter. To be honest, this is also the first time I've encountered.

在 PEP 华人社区，很多人都在问我发生了什么事。感谢大家对此事的关心。说实话，这也是我第一次遇到这种情况。

What I've recently gone through is very similar to what OpenAI CEO Sam Altman experienced in the past. The difference is that this happened in the crypto industry, and it happened in the PEP Chinese community.

我最近的经历与 OpenAI 首席执行官 Sam Altman 过去的经历非常相似。区别在于，这件事发生在加密货币行业，而这件事发生在 PEP 中国社区。2025.12.12

Sam Altman (co-founder and CEO of OpenAI) was abruptly removed from his position as CEO by the OpenAI board on November 17, 2023, sending shockwaves through the AI industry. The dismissal stemmed from the board's internal concerns about Altman's leadership style, particularly regarding his approach to AI safety, corporate governance, and transparency. The board accused Altman of "not being consistently candid in his communications with the board," which hindered its ability to effectively carry out its responsibilities.

Shortly afterward, Altman briefly joined Microsoft, but intense pushback from employees and investors quickly led to his reinstatement. The entire episode lasted only five days, highlighting the deep tensions between OpenAI's nonprofit mission and its for-profit operations.

From a marketing perspective, <http://Pepecoin.com> allows Pepecoin to control all discourse related to the Pepe the Frog cryptocurrency.

<http://bitcoinfortheyoung.com> allows Pepecoin to control the discourse of the entire crypto market.

从营销角度来看， <http://Pepecoin.com> 让 Pepecoin 能够控制与 Pepe the Frog 加密货币相关的所有讨论。

<http://bitcoinfortheyoung.com> 使 Pepecoin 能够控制整个加密货币市场的舆论。

If a person wants to do the right thing, they must never care about anyone else's opinion or approval—they must always remain loyal to their own heart and convictions. If every person's ideas held immense value, then everyone would be a genius, everyone would be a master...

But in this world, that can never happen. The differences between people are real and undeniable—not just in intelligence, but even more so in psychological resilience: the ability to hold extremely firm beliefs.

如果一个人想做正确的事，就绝不能在意别人的意见或认可——他必须始终忠于自己的内心和信念。如果每个人的想法都具有巨大的价值，那么每个人都会是天才，每个人都会是大师.....

但在这个世界上，这种情况永远不会发生。人与人之间的差异是真实存在的，也是不容否认的——不仅体现在智力方面，更体现在心理韧性方面：能够持有极其坚定的信念。

So if you already have the Lener and Pepecoin figurines, what else do you need? Lol



Trust issues force everyone to be overly cautious about so many things. Yet it is precisely because of this that mutual trust between two people might just be the most beautiful thing in the world.

信任危机迫使每个人对很多事情都过度谨慎。 正因如此，两个人之间的互信或许才是世界上最美好的事物。

"It felt like someone punched me in the stomach." "Getting fired from Apple was the

best thing that ever happened to me.”

“感觉就像有人打了我一拳，打在我的肚子上。” “被苹果公司解雇是我人生中最棒的事。”

In 1983, Jobs threw a killer line at Pepsi president John Sculley:
“Do you want to sell sugar water for the rest of your life, or come with me and change the world?”
Sculley took the bait and became Apple’s CEO.
Two years later, the honeymoon was over. The Macintosh team was burning cash like rocket fuel. Jobs screamed at people, smashed things on desks, and called Sculley a “bozo” in public.
May 1985: the board staged a lightning coup. The 30-year-old founder was kicked out of the company he built.
He stood in the parking lot, tears streaming, and told a friend:
“It felt like someone punched me in the stomach.”
The world wrote him off: Jobs is finished.

Then he did two insane things:

1. Started NeXT and built a jaw-droppingly beautiful, obsidian-black “perfect computer.”
2. Dropped \$10 million to buy a near-dead little animation studio from George Lucas and renamed it Pixar.

Ten years later, Pixar’s Toy Story exploded. Disney bought the studio for \$7.4 billion; Jobs became Disney’s largest individual shareholder. Meanwhile, Apple? Three CEOs in a decade, bleeding billions, down to 90 days of cash—on life support.

1997: Apple paid \$400 million for NeXT and “invited” Jobs back as an advisor. Day one, he slashed 70 products down to 4, then dropped the candy-colored iMac. Apple rose from the grave.
Then came iPod, iPhone, iPad... and the most valuable company in history.

Jobs later said only this:

“Getting fired from Apple was the best thing that ever happened to me.”

In 1985 they threw him into hell.

Twelve years later he walked out carrying the entire world on his shoulders.

The greatest comeback in business history.

“Think Different” campaign almost single-handedly saved Apple back in the day. @Apple The “Just Do It” campaign made Nike stand head and shoulders above every other sports brand. @Nike

“非同凡想”营销活动当年几乎凭借一己之力拯救了苹果公司。@Apple “Just Do It”广告活动使耐克在所有运动品牌中脱颖而出。@Nike <http://BitcoinForTheYoung.com>

What kind of earth-shaking transformation would a “Bitcoin For The Young”

campaign bring to Pepecoin? @PepecoinNetwork Nobody knows for sure—but trust me, as a marketer with extraordinary vision and razor-sharp insight, I can already see it.

“面向年轻人的比特币”活动会给 Pepecoin 带来怎样的翻天覆地的变化？@PepecoinNetwork 没有人能确定——但相信我，作为一个拥有非凡远见和敏锐洞察力的营销人员，我已经看到了。



The self-custody concept is the biggest obstacle to the widespread adoption of cryptocurrency. We cannot change people's current mindset, so we can only place our hopes on the next generation.

自我托管的概念是加密货币广泛应用的最大障碍。我们无法改变人们现有的思维方式，所以我们只能把希望寄托在下一代身上。

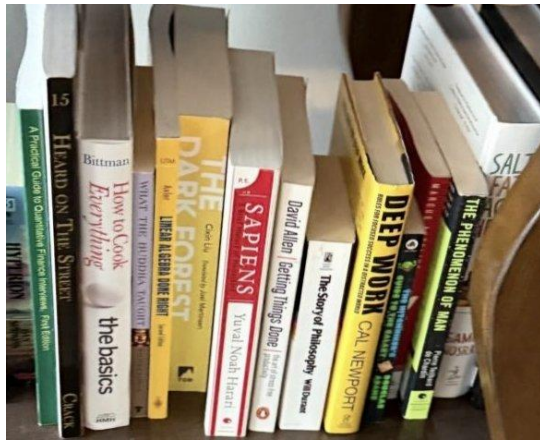
Sticking firmly to one's beliefs is extremely difficult. No matter what, one must not waver.

坚定地坚持自己的信仰是极其困难的。无论如何，都绝不能动摇。

“The fundamental underpinning of any large-scale human cooperation is some kind of

story that exists only in the collective imagination.”

“任何大规模人类合作的根本基础都是某种只存在于集体想象中的故事。”



The height at which a person thinks determines the height of their efficiency in action. What one person accomplishes in 5 minutes can be far more efficient than what another person does in an entire year —this is how absurd reality can be.

一个人的思维高度决定了他行动的效率高低。一个人 5 分钟内完成的工作，可能比另一个人一年内完成的工作效率高得多。这就是现实的荒谬之处。

“A major source of objection to a free economy is precisely that it does this task so well: it gives people what they want instead of what a particular group thinks they ought to want.” — Milton Friedman

“自由经济之所以会遭到强烈反对，恰恰是因为它在这一点上做得太好了：它给予人们他们想要的东西，而不是某个特定群体认为他们应该想要的东西。”——米尔顿·弗里德曼

Tribute to the world's greatest marketer, Steve Jobs. Let the slogan marketing lead Pepecoin to greatness. 向世界上最伟大的营销人员史蒂夫·乔布斯致敬。让口号营销带领 Pepecoin 走向伟大。

The operation of all things in the world does not shift according to human will or preferences. Acting in accordance with objective principles not only makes things

more efficient, but also always makes it easier to spot signs of the future — to seize them, to seize the future.

世间万物的运行并不会随着人类的意志或喜好而改变。按照客观原则行事，不仅能提高效率，而且总是能更容易地发现未来的迹象——抓住这些迹象，把握未来。

My personal opinion on showcasing professionalism for brands: Showcasing professionalism is more suitable for companies or brands that have already grown and matured. This point is very important: different stages of development call for different strategies.

我个人对品牌展现专业性的看法：展现专业性更适合已经发展成熟的公司或品牌。这一点非常重要：发展的不同阶段需要不同的策略。

If you start off by emphasizing professionalism, it's like presenting a white paper—insiders understand it, but outsiders are completely confused.

如果你一开始就强调专业性，就像发布一份白皮书——内部人士能理解，但外部人士会完全摸不着头脑。

For early-stage projects like PEP, it's even more important to boldly think of ways (especially tapping into human nature) to grab attention and achieve the most powerful marketing impact.

对于像 PEP 这样的早期项目来说，更应该大胆思考如何（尤其是利用人性）来吸引注意力并取得最强大的营销效果。

How important is a marketer who understands market principles and phenomena to a project?

Market competition in human society is extremely fierce.

对于一个项目而言，了解市场原则和现象的营销人员有多重要？人类社会中的市场竞争极其激烈。



There are many excellent technologies in the world that die prematurely—not because they are not outstanding enough, but because they lack public attention. Public attention brings a huge benefit: attracting more outstanding talent to join the project. 世界上有很多优秀的技术过早消亡——不是因为它们不够出色，而是因为它们缺乏公众关注。公众关注带来巨大好处：吸引更多优秀人才加入该项目。

Apple is undoubtedly the best example. Its powerful marketing continuously attracts more excellent talent, ultimately defeating almost all competitors.

苹果无疑是最好的例子。它强大的营销能力不断吸引着更多优秀人才，最终击败了几乎所有竞争对手。

here are also some brands that perform mediocrely in the market and are forgotten by people because their marketing methods are too conservative. Technology and marketing methods are the two important wheels for a company's progress. Missing one will cause it to crash.

还有一些品牌在市场上表现平平，被人们遗忘，因为它们的营销方式过于保守。技术和营销方法是公司发展的两大重要驱动力。缺少其中一个会导致程序崩溃。

A free and powerful person is always able to flexibly and masterfully combine the operational principles of thinking with a broad knowledge base to maximize real-world impact. This post will introduce the breadth of personal knowledge.

一个自由而强大的人总是能够灵活巧妙地将思维运作原则与广泛的知识基础相结合，从而最大限度地发挥其在现实世界中的影响。这篇文章将介绍个人知识的广度。

So, let's begin now: Human society has five universal fields of knowledge: Logic, Psychology, Probability Theory, Game Theory, and Social Engineering. This means that no matter what industry you're in or what you're doing,

那么，我们现在就开始吧：人类社会拥有五大普遍知识领域：逻辑学、心理学、概率论、博弈论和社会工程学。这意味着无论你身处哪个行业或从事什么工作，

these five types of knowledge can directly help you better understand how the world and society function. Most people have only a superficial understanding of one or two of them, but those who possess all five with in-depth study are extremely rare.

这五种知识可以直接帮助你更好地了解世界和社会是如何运作的。大多数人只对其中一两项有浅薄的了解，但能够深入研究并掌握全部五项的人却极为罕见。

Fortunately, I possess all five of these interdisciplinary skills. I will explain some basic concepts in the most straightforward language. Logic Without exaggeration, logic is

the origin of all disciplines.幸运的是,我具备这五项跨学科技能。我将用最浅显易懂的语言解释一些基本概念。逻辑 毫不夸张地说,逻辑是所有学科的起源,也是 N 老师研究最为深入的学科。

Almost all classical logical knowledge systems are built upon the laws of logic, and its powerful universality can be applied to every field in the world. The four basic laws of logic: Law of Identity (Concepts must be definite and cannot change within the same reasoning process.)

几乎所有经典的逻辑知识体系都建立在逻辑规律之上,其强大的普适性可以应用于世界上的各个领域。逻辑的四大基本定律:同一性定律(概念必须是确定的,在同一推理过程中不能改变。)

Law of Non-Contradiction (Reasoning must not be self-contradictory.) Law of Excluded Middle (Reasoning must not be ambiguous.) Law of Sufficient Reason (Any conclusion must have a basis, and it must be sufficient.)

矛盾律(推理不得自相矛盾。) 排中律(推理必须清晰明确。) 充分理由律(任何结论都必须有依据,而且该依据必须是充分的。)

Psychology Psychology can explain about 90% of the "strange behaviors" humans exhibit in life. You will no longer be puzzled as to why people act in certain ways.

心理学 心理学可以解释人类生活中大约 90% 的“奇怪行为”。你将不再对人们为何会有某些行为感到困惑。

The more you learn, the more you'll realize that people are heavily influenced by instincts and their own cognitive biases. Basic laws and concepts in psychology allow us to glimpse human behavioral tendencies and preferences.

你学得越多,就越会意识到人们很容易受到本能和自身认知偏差的影响。心理学的基本规律和概念使我们能够了解人类的行为倾向和偏好。

Social Proof: If everyone else is doing it, it must be right for me to do it too. Forbidden

Fruit Effect: The more something is prohibited, the more obsessively people crave it.

Zeigarnik Effect: People are more eager about unfinished tasks.

社会认同:如果其他人都这样做,那我也应该这样做。禁果效应:越是被禁止的东西,人们就越渴望得到它。蔡格尼克效应:人们对未完成的任务更有热情。

... Probability Theory Probability theory helps us better assess real-world situations and make more appropriate decisions. The four pillars of probability theory: Law of Large Numbers (The larger the sample size, the closer the frequency gets to the true probability;

概率论 概率论有助于我们更好地评估现实世界的情况,并做出更合适的决策。概率论的四大支柱: 大数定律(样本量越大,频率越接近真实概率;

classic coin toss example.) Central Limit Theorem (Normal distribution) Total Probability and Bayes' Theorem (Inferring cause-effect reversal; considering the opposite scenario) Conditional Expectation (The true protagonist of modern probability theory)

Game Theory Essential knowledge for understanding "competition and cooperation." Some basic laws and conclusions in game theory: Nash Equilibrium Existence Theorem: The core concept of game theory. In simple terms, everyone has reached a point where "if others don't change,

博弈论 理解“竞争与合作”的基本知识。博弈论中的一些基本规律和结论：纳什均衡存在性定理： 博弈论的核心概念。 简单来说，每个人都到了这样一个阶段：“如果其他人不改变，

changing myself would only make things worse," so no one wants to change first. Almost all modern game theory analyses start by finding the Nash equilibrium. Minimax Theorem: Zero-sum games.

“改变自己只会让事情变得更糟，”所以没有人愿意先改变自己。 几乎所有现代博弈论分析都是从寻找纳什均衡开始的。 极小极大定理：零和博弈。

Folk Theorem: Explains why cooperation can be sustained long-term in reality. Subgame Perfect Equilibrium: Ultimatum game. Shapley Value: The only "fair" allocation of cooperative gains. ...

民间定理：解释了为什么合作在现实中能够长期持续下去。 子博弈完美均衡：最后通牒博弈。 沙普利值：合作收益的唯一“公平”分配方式。

Social Engineering Similar to psychology, but social engineering summarizes the "weaknesses" in human psychology and social behavior that are easily exploited. Authority Principle: People tend to obey authority figures or those who appear to have authority.

社会工程 社会工程学与心理学类似，但它概括了人类心理和社会行为中容易被利用的“弱点”。 权威原则：人们倾向于服从权威人物或看起来具有权威的人。

Liking Principle: People are more likely to help those they like. Scarcity and Urgency Principle: The scarcer something is or the more urgent the time, the more likely people are to act without thinking. Trust Principle: Humans are naturally inclined to trust others.

好感度原理：人们更倾向于帮助自己喜欢的人。 稀缺性和紧迫性原则：某物越稀缺或时间越紧迫，人们就越有可能不假思索地采取行动。 信任原则：人类天生倾向于信任

他人。

Everyone Has a Price: Whether it's money, sex, revenge, curiosity, or the desire to help, there's always a motive that can move someone. ... Anyone can learn a great deal from these five fields of knowledge.

每个人都有价码：无论是金钱、性、复仇、好奇心，还是助人的愿望，总有一种动机可以驱使一个人。 ... 任何人都能从这五个知识领域学到很多东西。

I won't expand further here—leaving it for those interested to explore on their own. I always tell others: You don't need to believe everything, but you must know everything.

我在此不再赘述，留给感兴趣的人自行探索。我总是告诉别人：你不必相信所有事，但你必须了解所有事

Coming up with a great idea is difficult. Sticking with a great idea over the long term is extremely difficult.

想出一个好主意很难。 长期坚持一个好想法是极其困难的。

"Tell the truth, but make the truth fascinating." - David Ogilvy

“说出真相，但要让真相引人入胜。” 大卫·奥格威



Make it simple. Make it memorable. Make it inviting to look at. Make it fun to read.

—Leo Burnett

化繁为简。 让它成为一段难忘的回忆。 让它看起来赏心悦目。 让阅读变得有趣。 —
李奥贝纳



Grant me the serenity to accept the things I cannot change, Courage to change the things I can, And wisdom to know the difference. —Reinhold Niebuhr, Serenity Prayer
请赐予我平静，去接受我无法改变的事；请赐予我勇气，去改变我能改变的事；请赐予我智慧，去分辨这两者的区别。 ——莱因霍尔德·尼布尔，《宁静祷文》

1. <http://JustDoit.com> (in the sports field)
<http://nike.com>
2. <http://ThinkDifferent.com> (in the mobile phone field) <http://apple.com>
3. <http://BitcoinForTheYoung.com> (in the crypto finance field) <http://Pepecoin.com>

Will it become the next world legend?

<http://JustDoit.com> (在运动场上) <http://nike.com> 2. <http://ThinkDifferent.com> (在移动电话领域) <http://apple.com> 3. <http://BitcoinForTheYoung.com> (在加密金融领域) <http://Pepecoin.com> 它将成为下一个世界传奇吗？

The future of cryptocurrency will definitely become everyday and narrative-driven. I still firmly believe this. It's just that I may not live to see that day arrive.

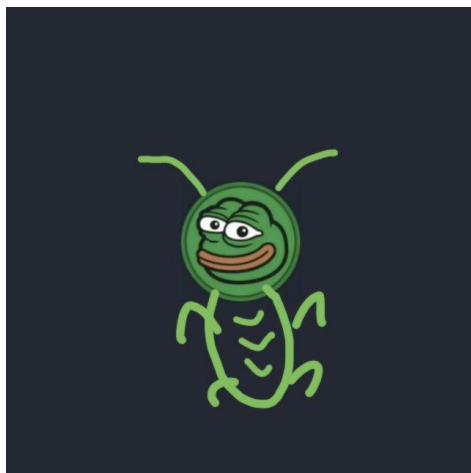
加密货币的未来必将变得更加日常化和叙事化。我仍然坚信这一点。只是我可能活不到那一天到来。

Although I have never spoken with Satoshi Nakamoto, from some of his statements I can infer that he is an extremely self-centered individual who has absolute confidence in his own ideas.

虽然我从未与中本聪交谈过，但从他的一些言论中，我可以推断出他是一个极其以自我为中心的人，对自己的想法有着绝对的信心。

How to Conduct High-Intensity Mental Thinking This post will introduce how I think about problems. I cannot guarantee that after reading this, you will immediately think like a superhuman.

如何进行高强度思维训练 这篇文章将介绍我是如何思考问题的。我无法保证你读完这篇文章后就能立刻拥有超人的思维能力。



But if you fully understand everything I say next, then for the rest of your life, I'm afraid no one else will be able to understand your ideas—because they transcend the scope of what ordinary people can think. So, without further ado, let's begin:

但是，如果你完全理解了我接下来要说的一切，那么恐怕在你余生中，没有人能够理解你的想法——因为它们超越了普通人能够思考的范围。那么，事不宜迟，让我们开始吧：

When we humans think about problems, there is a basic unit of thinking—that is, the concept. Concepts are important because their definitions and extensions determine our judgments. A simple example: Meta is a male.

人类思考问题时，有一个基本的思维单元——那就是概念。概念之所以重要，是因为它们的定义和延伸决定了我们的判断。举个简单的例子：Meta 是男性

In this example, the definition of the concept "Meta" forms the judgment, rather than based on our common sense. In other words, you have the power to define the entire world. Let me emphasize again:

在这个例子中，“元”的概念定义决定了判断，而不是基于我们的常识。换句话说，你有能力定义整个世界。让我再次强调：

you have the power to define the entire world—any concept, in thinking, you can freely define it. Once a concept is fully defined, judgments become absolute. Because at this point, the concept already contains information, and judgments cannot contradict it no matter what.

你有能力定义整个世界——任何概念，在思考中，你都可以自由地定义它。一旦某个概念被完全定义，判断就变成了绝对的。因为到了这个阶段，概念本身已经包含了信息，无论如何判断都无法与之相矛盾。

Then, no matter the reality, "Meta is a male" is a false judgment. The essence of thinking is that it can completely detach from reality and operate solely on various abstract concepts, just like mathematics.

那么，无论事实如何，“Meta 是男性”都是错误的判断。思维的本质在于它可以完全脱离现实，仅仅基于各种抽象概念进行运作，就像数学一样。

Truth values have two states: true or false. This is different from "truth" and "falsehood" in everyday life; it's merely a state, like a switch—its role is to verify whether the state of judgments in the thinking process changes, so that thinking can proceed normally.

真值有两种状态：对或错。这与日常生活中的“真”与“假”不同；它仅仅是一种状态，就像一个开关——它的作用是验证思维过程中判断状态是否发生变化，从而使思维能够正常进行。

Concepts form judgments, and judgments form reasoning. When judgments are fully determined, deductive reasoning in reasoning becomes completely determined. Deductive reasoning is an absolutely reliable method of reasoning because during the process, the truth value never changes.

概念形成判断，判断形成推理。当判断完全确定时，演绎推理也就完全确定了。演绎推理是一种绝对可靠的推理方法，因为在整个过程中，真值始终不变。

This is precisely why mathematics is so important in human knowledge—orthodox

mathematics is based on absolutely reliable reasoning: deductive reasoning. Other disciplines—are not built on as solid a foundation as mathematics.

这正是数学在人类知识中如此重要的原因——正统数学建立在绝对可靠的推理之上：演绎推理。其他学科的基础不如数学那样坚实。

The type of reasoning determines the reliability of a discipline or body of knowledge. So, are other disciplines meaningless? No. Reasoning can be simply divided into deductive reasoning, inductive reasoning, and abductive reasoning.

推理的类型决定了某一学科或知识体系的可靠性。那么，其他学科就毫无意义了吗？不。推理可以简单地分为演绎推理、归纳推理和溯因推理。

Most human natural sciences are based on inductive reasoning and abductive reasoning. Note: Abductive reasoning is the most frequently used type in daily life; it is used to explain causes.

大多数人类自然科学都基于归纳推理和溯因推理。注：溯因推理是日常生活中最常用的推理类型；它用于解释原因。

In these two types of reasoning, we no longer look at absolute reliability, but at reasoning/argument strength. This is a rather abstract concept; strength is a degree, with variations in intensity. Take Newtonian mechanics as an example:

在这两种推理方式中，我们不再关注绝对可靠性，而是关注推理/论证的强度。这是一个相当抽象的概念；强度是一个程度，强度会有所不同。以牛顿力学为例：

it is a high-strength reasoning/argument because it precisely describes various laws of force in our real world. But even so, it is still not absolutely reliable knowledge, because it is essentially derived from inductive reasoning.

它是一种高强度的推理/论证，因为它精确地描述了我们现实世界中的各种力定律。但即便如此，它仍然不是绝对可靠的知识，因为它本质来源于归纳推理。

Its laws come from judgments of super-high insight, but not from absolutely reliable judgments. This is why relativity and quantum mechanics later emerged—they proposed descriptions with higher requirements and higher-level precision for theoretical corrections,

它的法则源于超凡洞察力的判断，但并非源于绝对可靠的判断。这就是相对论和量子力学后来出现的原因——它们提出了对理论修正有更高要求和更高精度的描述。

to better describe complex reality. Mastering knowledge about concepts-judgments-reasoning can already solve 99% of our thinking problems. This is the limit that ordinary people can usually reach in thinking. Physics and what is above physics (metaphysics)

为了更好地描述复杂的现实。掌握概念、判断和推理方面的知识就能解决我们 99% 的

思维问题。这是普通人思维通常所能达到的极限。物理学以及凌驾于物理学之上的事物（形而上学）

In physics-like fields (most natural sciences), we explore how things operate. We explore what laws and properties things have, etc. In metaphysics, we no longer care about the specific actual characteristics of things.

在类似物理学的领域（大多数自然科学）中，我们探索事物是如何运作的。我们探索事物具有哪些规律和属性等等。在形而上学中，我们不再关心事物的具体实际特征。

We begin to care: Why are things this way? What kind of existence are they exactly? Using a metaphor to illustrate: Physics-like fields study how a Rubik's Cube is restored and what features it has.

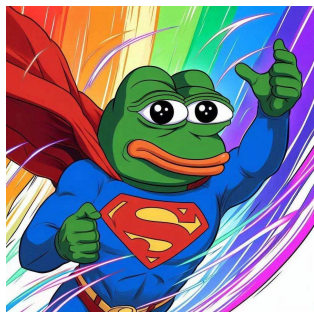
我们开始关心：为什么事情会变成这样？它们究竟是怎样一种存在？用比喻来说明：类似物理学的领域研究魔方是如何被还原的以及它具有哪些特征。

Metaphysics asks: Why does such a Rubik's Cube exist? How to reasonably explain it? Metaphysical questions are what philosophers think about the most.

形而上学提出以下问题：为什么会有这样的魔方存在？如何合理地解释这件事？形而上学问题是哲学家们思考最多的问题。

Single-Dominant Thinking and Emotion-Dominant Thinking No one wants their life to get worse and worse, yet human tendencies in thinking doom us to behave in ways that lead toward deterioration. Most people I've encountered fall into one of these two categories.

单一主导思维和情绪主导思维 没有人希望自己的生活越来越糟，然而人类的思维倾向注定会让我们做出导致境况恶化的行为。我遇到的大多数人都属于这两类人之一。



Objectively speaking, only those who genuinely love to think deeply can avoid them—I think about thousands of questions every day, generating all sorts of ideas almost every minute. This unique thinking habit makes it easy for me to avoid these tendencies.

客观地说，只有真正热爱深度思考的人才能避免这些问题——我每天都在思考成千上万个问题，几乎每分钟都会产生各种各样的想法。这种独特的思维习惯使我能够轻松避免这些倾向。

I. Single-Dominant Thinking This is the worst kind of thinking I can imagine—without equal. It is terrible because we tend to easily settle for simple answers to things, and thus fail to dig deeper into the more complex relationships behind them.

一、单一主导思维 这是我能想象到的最糟糕的想法——没有之一。这很糟糕，因为我们往往容易满足于对事物的简单解释，从而未能深入挖掘其背后更复杂的关系。

"Why is he/she so popular with guys/girls?" "Because he/she is good-looking." "Why is he so rich?" "Because his/her family is rich." If you strongly agree with these answers, you are basically a "single-dominant thinker."

"为什么他/她这么受男生/女生欢迎?" "因为他/她长得好看。" 他为什么这么有钱?" "因为他/她家境富裕。" 如果你非常同意这些答案，那么你基本上就是一个"单一主导思维者"。

Single-dominant thinkers tend to reduce all kinds of complex matters to one simple factor for explanation. There is no good or bad in thinking itself, but thinking influences behavior—and behavior does have good and bad outcomes.

单一思维主导者倾向于将所有复杂的问题简化为一个简单的因素进行解释。思想本身无所谓好坏，但思想会影响行为——而行为的确会产生好坏结果。

Most people are single-dominant thinkers. This is not hard to understand: human nature is lazy when it comes to thinking, and simple one-to-one causal explanations satisfy that laziness. So, do non-single-dominant thinkers simply reject these single-dominant answers?

大多数人都是单一思维模式。这一点不难理解：人类天性懒惰，不愿思考，而简单的因果解释恰好满足了这种懒惰。那么，非单一主导思维者是否会直接拒绝这些单一主导的答案呢？

No. Taking the first example: A non-single-dominant thinker does not deny the answer but proposes more possibilities in a many-to-one relationship. He/she may not only be good-looking, but also have high emotional intelligence, be great at conversation, have money, etc.

不。以第一个例子为例：非单一主导思维者不会否认答案，而是在多对一的关系中提出更多可能性。他/她不仅外表出众，而且情商高，善于交谈，有钱等等。

This is why single-dominant thinking is a poor choice: it deviates greatly from reality. A

reasonable way of thinking, by contrast, approaches reality as closely as possible. II. Emotion-Dominant Thinking Almost everyone is influenced by emotions to varying degrees.

这就是为什么单一主导思维是一种糟糕的选择：它与现实有很大的偏差。相反，合理的思维方式尽可能地接近现实。二、情绪主导的思维方式几乎每个人都会在不同程度上受到情绪的影响。

We shouldn't do something because it makes us feel afraid... We do something because we like someone... We should do something because it makes us angry... That person is very annoying, so I hate everything about him/her...

我们不应该因为害怕就去做某件事..... 我们做某事是因为我们喜欢某人..... 我们应该做点什么，因为这让我们很生气..... 那个人非常烦人，所以我讨厌他/她的一切.....

If you have similar patterns, you are undoubtedly an "emotion-dominant thinker." If single-dominant thinking makes people too lazy to think deeply, emotion-dominant thinking completely blocks thinking—because emotions have taken over.

如果你有类似的思维模式，那么你无疑是一个“情绪主导型思考者”。如果说单一思维模式使人懒于深入思考，那么情绪主导的思维模式则会完全阻碍思考——因为情绪已经占据了主导地位。

The way to avoid single-dominant thinking is to consider more possibilities. The way to avoid emotion-dominant thinking is to reflect more often: If I set aside my current mood, how would I think about this?

避免单一思维模式的方法是考虑更多可能性。避免情绪主导思维的方法是多进行反思：如果我抛开现在的心情，我会怎么想呢？

This is always a good idea, because it is genuinely hard for us to escape the influence of emotions on our thinking. If you can vigorously avoid these two types of thinking, nothing will stand in the way of your ability to think deeply.

这始终是个好主意，因为我们真的很难摆脱情绪对我们思维的影响。如果你能坚决避免这两种思维方式，就没有任何事情能够阻碍你进行深度思考。

As someone who takes pleasure in thinking, I can confidently say to almost anyone: Except for mathematics and a very few other disciplines, our world has no definite, standard answers to the vast majority of questions.

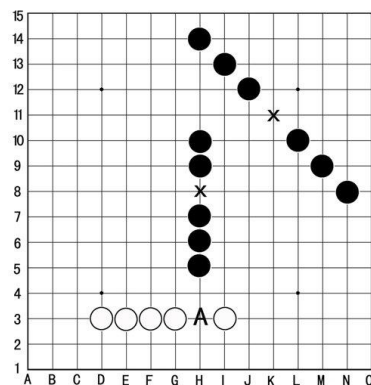
作为一个喜欢思考的人，我可以自信地对几乎任何人说：除了数学和极少数其他学科之外，我们这个世界对于绝大多数问题都没有明确的、标准的答案。

In the game of Gomoku (five-in-a-row), the first player has an overwhelming advantage. Basically, under ideal play, the first player is almost always the winner. The situation with Bitcoin is very similar.

In my personal opinion, Bitcoin's current influence is largely due to its first-mover advantage, and most people overlook the potential problems it may have.

在五子棋游戏中，先手玩家拥有绝对优势。基本上，在理想情况下，先手玩家几乎总是赢家。比特币的情况也非常类似。

我个人认为，比特币目前的影响力很大程度上归功于其先发优势，而大多数人忽略了它可能存在的潜在问题。



My personal view on cryptocurrency is generally as follows: Cryptocurrency is undoubtedly the future.

我个人对加密货币的看法大致如下：加密货币无疑是未来。

However, unless one day a highly influential narrative emerges in the cryptocurrency world—one that the vast majority of people can understand and see what it can bring to individuals personally—otherwise,

然而，除非有一天加密货币领域出现一种极具影响力的叙事——一种绝大多数人都能理解并看到它能给个人带来什么的叙事——否则，

it will be extremely difficult for cryptocurrency to become widely adopted around the world. Otherwise, cryptocurrency may fall into a prolonged glacial period (ice age) due to regulatory pressures in various countries around the world.

加密货币要在全球范围内得到广泛应用将极其困难。否则，由于世界各国监管压力，加密货币可能会陷入长期的冰河时期。

I live in a special country, and I understand this better than anyone: when the majority of people firmly insist on something, it cannot be stopped. But unfortunately, creating collective resonance is an extremely rare occurrence.

我生活在一个特殊的国家，对此我比任何人都更清楚：当大多数人坚定地坚持某件事时，这件事就无法阻止。但遗憾的是，产生集体共鸣是一种极其罕见的现象。

When I proposed the slogan "Bitcoin for the young," some people believed that the slogan didn't necessarily need to include the word "Bitcoin," but I personally insisted on keeping it.

当我提出“年轻人的 BTC”这个口号时，有些人认为这个口号不一定需要包含“比特币”这个词，但我个人坚持保留它。

My reasons are as follows: I personally believe that innovation is extremely difficult, and respecting the work of predecessors is even more difficult. However, to be honest, on this point, I have been influenced by religion

我的理由如下：我个人认为，创新极其困难，而尊重前人的工作则更加困难。然而，坦白地说，在这一点上，我受到了宗教的影响。

(particularly the way the Christian Bible accepts the Old Testament). I believe that including "Bitcoin" in the slogan is undoubtedly a way of respecting what predecessors have done. This alone is enough to touch some sensitive souls.

（尤其是基督教圣经对旧约的接受方式）。我认为，在口号中加入“比特币”无疑是对前人所作所为的一种尊重。单凭这一点就足以触动一些敏感的心灵。

Additionally, I think that including "Bitcoin" greatly lowers the cognitive barrier for people. Essentially, people dislike encountering new things.

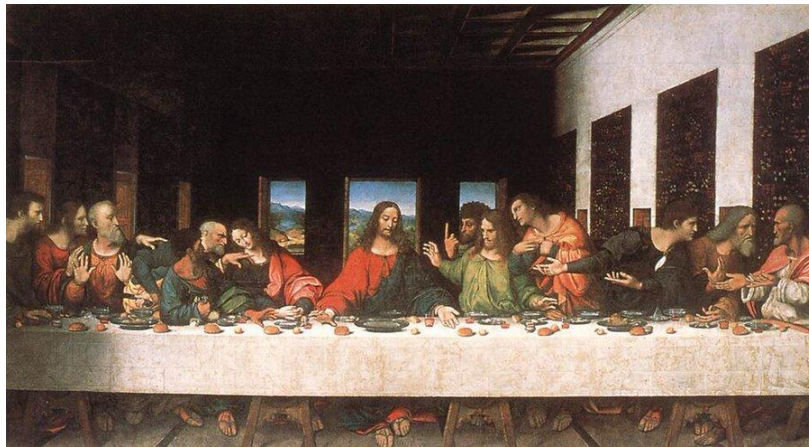
此外，我认为加入“比特币”一词大大降低了人们的认知门槛。从本质上讲，人们不喜欢接触新事物。

Respect crypto pioneers the way Christianity honors the Old Testament.

尊重加密货币先驱者，就像基督教尊重旧约圣经一样。

When Jesus had thus said, he was troubled in spirit, and testified, and said, Verily, verily, I say unto you, that one of you shall betray me.

耶稣说了这话，心里忧愁，就作见证说：“我实实在在地告诉你们，你们中间有一个人要出卖我。”



Imagine this: you encounter a person. He possesses an extraordinarily powerful mind—a completely authentic human being who sincerely and openly shares his own views on every single thing in the world. In your life, who is he?

想象一下：你遇到了一个人。他拥有非凡的智慧——他是一个完全真实的人，真诚坦率地分享自己对世间万物的看法。在你的生活中，他是谁？

The world operates heavily on influence. This means that a considerable number of excellent ideas will forever remain just ideas.

世界运转很大程度上依赖于影响力。这意味着相当多的绝妙想法将永远只是想法而已。

My first girlfriend I dated. She already had a boyfriend. At that time, I made a joke with her, and unintentionally learned about this matter. I was very angry.

我交往过的初恋女友。她已经有男朋友了。当时我跟她开了个玩笑，无意中得知了这件事。我当时非常生气。

Since it was my first time encountering this kind of situation, I told myself to calm down. There must be some things in this world that I don't know about — even if most of them are unimaginable.

由于这是我第一次遇到这种情况，我告诉自己要冷静。这个世界上一定有一些我不知道

的事情——即使其中大多数是无法想象的。

Because I instinctively sensed that she had never intentionally lied to me — in fact, she was a rather honest person. But I still had to face this extremely complicated emotional situation. I quickly figured out the logic:

因为我本能地感觉到她从未故意对我撒谎——事实上，她是一个相当诚实的人。但我仍然不得不面对这种极其复杂的情感局面。我很快就明白了其中的逻辑：

Premise 1: She does genuinely like me. Premise 2: She already has a boyfriend. The only reasonable explanation I could come up with for this seemingly unimaginable scenario is:

前提一：她确实喜欢我。前提二：她已经有男朋友了。对于这种看似不可思议的情况，我能想到的唯一合理解释是：

Women may universally have this kind of need (even if it's morally problematic by common standards): They need someone to be by their side and keep them company, but at the same time, they also want someone else to give them a different "feeling."
女性可能普遍存在这种需求（即使按照普遍的道德标准来看，这在道德上是有问题的）：他们需要有人陪伴在身边，但同时，他们也希望有人能给他们带来不同的“感觉”。

it sounds crazy. But it could indeed be something real. (Especially when the premises align with reality.)

听起来很疯狂。但这确实有可能是真的。（尤其当前提与现实相符时。）

In 1997, Apple Inc. was on the brink of bankruptcy. To reshape its market strategy, Apple acquired NeXT, bringing Steve Jobs back to the company.

1997 年，苹果公司濒临破产。为了重塑市场战略，苹果公司收购了 NeXT，并将史蒂夫·乔布斯带回了公司。



Under his leadership, Apple turned its fortunes around by launching iconic products such as the iMac, iPod, iPhone, and iPad; creating the iTunes Store; and launching the "Think Different" advertising campaign. Apple also pioneered the era of retail chain stores.

在他的领导下，苹果公司通过推出 iMac、iPod、iPhone 和 iPad 等标志性产品，创建 iTunes Store，以及发起“非同凡想”广告宣传活动，扭转了公司的命运。苹果公司也开创了零售连锁店的时代。

In life, if there is anything that makes us feel afraid, then we can never live out our true selves. Don't be afraid—there's nothing to fear, nothing to lose. Live bravely just this once.

生活中，如果有什么事情让我们感到害怕，那么我们就永远无法活出真正的自己。不要害怕——没什么好怕的，也没什么可失去的。勇敢地活一次吧。

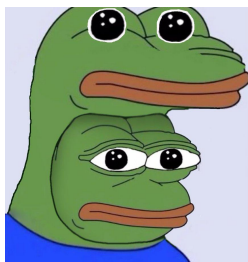
The tragedy of life is that we always realize what we truly want one step too late. While our bodies are still capable of movement, if we have any idea, we should act on it quickly.

人生的悲剧在于，我们总是晚了一步才意识到自己真正想要的是什么。趁着身体还能活动，如果有了什么想法，就应该迅速行动。

If there's something you absolutely must hold on to, something you want everyone to become aware of, then you have to squawk about it every day like an annoying parrot. 如果你非要坚持某件事，非要让所有人都知道，那你就像一只烦人的鹦鹉，每天都要喋喋不休地谈论它。

The source of my absolute confidence: I always want others to follow me, because I am convinced that I have the ability to lead everyone toward a better future. Tracing it back to its roots, this is an innate tendency in my thinking.

我绝对自信的来源：我总是希望别人追随我，因为我坚信我有能力带领大家走向更美好的未来。追溯其根源，这是我思维中一种与生俱来的倾向。



No one told me to do this, but I somehow unconsciously developed this habit. When facing a question, I must find the most fundamental thing possible
没有人教我这样做，但我不知不觉地养成了这个习惯。面对问题时，我必须找到最根本的原因。

—something that cannot be more fundamental—and only after a great deal of thinking and a vast amount of evidence can I feel at ease. What does this mean? It means that my worldview is built on an extremely solid foundation.

——这是最根本的事情——只有经过深思熟虑和大量证据之后，我才能感到安心。这是什么意思？这意味着我的世界观建立在极其坚实的基础上。

I have spent a considerable amount of time thinking about my grasp of reality (the accumulation of all kinds of knowledge)—far beyond that of ordinary people. On this point alone, when I hold firm to something, I am often more resolute in my views than anyone else—

我花了大量时间思考我对现实的理解（各种知识的积累）——远远超出了普通人的理解。仅就这一点而言，当我坚持己见时，我的观点往往比任何人都更加坚定——

and I will never change them in my lifetime, because it is impossible for me to be wrong in a conceptual or ideological sense. However, I usually still tell some people that I cannot guarantee my views are 100% correct—

我这辈子都不会改变这些观点，因为在概念或意识形态上，我不可能犯错。但是，我通常还是会告诉一些人，我不能保证我的观点百分之百正确——

in this way, I hand the right to judge over to the other person. But I will still pretend to be a casual thinker, saying that I arrived at my conclusions based on intuition. This allows most people to experience a feeling of "fortunate discovery."

这样，我就把评判的权利交给了对方。但我仍然会假装自己是个随性思考的人，说我的结论是基于直觉得出的。这使得大多数人都能体验到一种“幸运发现”的感觉。

At least in the real world, I can feel at peace, because it is no longer possible to find anything contradictory that poses a threat to my assertions.

至少在现实世界中，我可以感到平静，因为再也找不到任何与我的论断相矛盾、构成威胁的事情了。

Unpopular opinion: The hype around "tugou" (low-quality/grassroots meme coins) aligns with the objective laws of marketing in the real world.

不受欢迎的观点：围绕“土包币”（低质量/草根网络迷因币）的热潮符合现实世界营销的客观规律。

Everyone is deeply influenced by stories, and most people underestimate this. The everyday kind of stories are the bedtime stories that mothers tell their children. But in a broader sense, stories almost shape the order of the entire world and affect everyone's mindset.

每个人都深受故事的影响，而大多数人低估了这一点。日常生活中常见的那些故事，就是母亲讲给孩子听的睡前故事。但从更广义的角度来看，故事几乎塑造了整个世界的秩序，并影响着每个人的思维方式。

In my opinion, the special relationship between Israel and some parts of the US is a very good example of this. This is one of the main reasons why I am so insistent on linking Pepecoin and Bitcoin together.

在我看来，以色列与美国部分地区之间的特殊关系就是一个很好的例子。这就是我坚持将 Pepecoin 和比特币联系起来的主要原因之一。

(Of course, I am not emphasizing politics itself, but rather the pattern of influence and operation between things.)

（当然，我强调的并非政治本身，而是事物之间相互影响和运作的模式。）

I'm very sensitive to language—I can clearly perceive the impact that certain words and phrases have on people. I'm convinced that this unusual ability of mine can be applied to the promotion and marketing of Pepecoin, because my own existence is already a great example of that.

我对语言非常敏感——我能清楚地感受到某些词语和短语对人们的影响。我确信我这种不同寻常的能力可以应用于 Pepecoin 的推广和营销，因为我自身的存在就是一个很好的例子。

In the past, in the Chinese community, I frequently referred to myself as "Meta." I chose it casually, but subconsciously I knew deeply that it made people remember me easily. Being easy to remember is undoubtedly a key factor in building influence. Two other points:

过去，在华人社区里，我经常自称“Meta”。我当时只是随意地选择了它，但潜意识里我深知，它能让人更容易记住我。易于记忆无疑是建立影响力的一个关键因素。还有两点：

it's short for "metaphysics," and at the same time, it's the name of a tech company. In the English-speaking community, I keenly picked up on what "LFG" carries in English, and using "Pepecoin LFG" as my nickname actually played a huge role.

它是“形而上学”的缩写，同时也是一家科技公司的名称。在英语社区里，我敏锐地察觉到“LFG”在英语中的含义，而使用“Pepecoin LFG”作为我的昵称实际上起到了很大的作用。

The most critical part is that whenever Pepecoin pumped, I would go to the community and post—this further deepened everyone's impression of me. In short, I clearly understand what leaves a deep impression on people.

最关键的是，每当 Pepecoin 价格暴涨时，我都会去社区发帖——这进一步加深了大家对我的印象。简而言之，我清楚地知道什么能给人们留下深刻的印象。

Now comes the main point of this post: "Bitcoin for the young" can leave a profound impression on people—on this world. I've said what I wanted to say.

现在到了本文的重点：“年轻人的比特币”可以给人们——给这个世界——留下深刻的印象。我想说的都说了。

I shouldn't be the only one enjoying Lener's beauty all by myself lol Especially the pink version of Lener.

我不应该独自一人欣赏冷儿的美貌，哈哈 尤其是粉色的冷儿。



To be continued

未完待续 2025.12.17

